GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1611
ANSWERED ON:31.07.2003
BAN ON ADVERTISEMENTS OF NARCOTICS
PRABHUNATH SINGH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government propose to impose ban on the advertisements of the narcotics being telecast through the cable T.V. and the private channels;

(b) if so, the details thereof; and

(c) if not, the reasons therefor?

Answer

THE MINISTER OF STATE OF THE INISTRY OF INFORMATION & BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a) to (c): The advertisements on all TV channels when transmitted/re-transmitted through the Cable Television Network are required to adhere to the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder.

Complaints/suggestions from members of the public and organizations are received from time to time regarding alleged violations of the Advertising Code. The Central Government has constituted an Inter-Ministerial Committee under Section 20 of the Act to look into violations of the Advertising Code. Cognizance of such violations of Advertising Code is also taken suo moto by the Committee. The Advertising Code inter alia prohibits advertisements, which promote directly/indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants.